CROSS BORDER CARE EU:
How to choose the best hospital?
A study of hospital information portals in five European countries.

Health Consumer Powerhouse
EP Nov 18, 2010
Report presented by
Helena Cordasev
EU research, Public Affairs
Study aim and design

• Research on hospital information portals in five European countries: the Netherlands, Denmark, Germany, UK and Sweden
  – How user-friendly are the portals?
  – Do they offer Quality of care Information (QCI)?

• Questionnaire about the use and effectiveness of such portals was distributed to patient organisations in 32 European countries - Result: Over 1000 replies.
Hospital information portals
(based on EHCI 2009)

- There are four countries in Europe (NL, DK, DE, UK) that offer hospital information portals on the web.

- There is a number of regional or less developed initiatives (for example Test d’Achat in BE or annual rankings published in Le Point and L’Express in FR).

- There is a large number of websites related to a single hospital or a chain of insurers offering fragmented views.
Good examples

- Treatment quality: [www.weisse-liste.de](http://www.weisse-liste.de)

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HCP Nov 18, 2010
Good examples

- **Patient satisfaction**: [www.independer.nl](http://www.independer.nl)

General practitioners’ and patients’ reports

<table>
<thead>
<tr>
<th>Oordeel van huisartsen over het specialisme</th>
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<td>Medische deskundigheid m.b.t. specialisme</td>
<td>★★★★★</td>
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<td>Logistiek &amp; organisatie (servicegerichtheid)</td>
<td>★★★★★</td>
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<td>Patientvriendelijkheid</td>
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<td>Samenwerking met de huisarts</td>
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<td>Communicatie met huisarts gedurende opname</td>
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<tr>
<td>Respect voor de patiënten</td>
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<td>Kwaliteit ontslagprocedure en nazorg</td>
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Other good examples

- Waiting times: www.sundhedskvalitet.dk

- Patient comments: www.nhs.uk
  - Hygiene
  - Hospital staff
  - Respect for the patient
  - Involvement of patient in decisions
  - Open comments
Results from research

- None of the hospital information portals performs well in all four categories
  - QCI is displayed in an over-simplified way where vital information is missing for the consumer
  - Or QCI is presented in a too complex way, which seems overwhelming for a lay-person’s know-how
  - Navigation: no user centered design.
Results from survey

Is there a user-friendly website that contains up-to-date information about the quality or treatment results of different hospitals?

Yeah, sounds a neat idea!

If there were such a website, would you use it?

Yes
Probably not
No, there is not, or we do not know
Results from survey

Is there a hospital quality website, and does/would that information affect patient choice?

If there were such a website, would that information affect patient choice?

No, there is not, or we do not know

 Probably not

Yes

HCP Oct 14, 2010 - confidential information
Some conclusions

- There is a need for a development of hospital/healthcare information portals.
  - User-friendliness
  - Trustworthiness
  - Accessibility

- This could go hand in hand with the new EU Directive on Cross-border healthcare.
  - Demand for each Member State to establish national info centers
  - Availability of healthcare, quality outcomes, safety standards, access to medication, administrative procedures, complaints and appeals etc.
  - Even price information might evolve from this new directive
  - Multilingual IT portals
  - EU portal with pan-European comparison.
The future

• Interesting question for the future: Will the patients’ choice drive hospitals towards better quality?
Thank you!

- For the full report please visit: www.healthpowerhouse.com

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